





# CALL OF THE WHITE

## TAKING THE WORLD TO THE SOUTH POLE

### EIGHT WOMEN, ONE UNIQUE EXPEDITION

#### Felicity Aston

ISBN: 978 1 84953 134 4 PB 320pp £8.99



**MEDIA OPPORTUNITIES:** The author and some other team members will be available for interview • The author has made over 160 appearances on national radio & TV • The author will be giving a number of talks at bookshops & travel shows in Spring 2011 • Wonderful photos available • Extracts/serialisation

**Eight women; one goal.** Eighty-mile-an-hour winds ripped through their base camp; frostbite and injuries were an everyday occurrence; deadly crevasses cracked beneath their feet. But they also shared beliefs, ideas, philosophies and laughter.

#### TOPICAL FEATURE IDEAS: Publication coincides with

- **The 100<sup>th</sup> INTERNATIONAL WOMEN'S DAY: Tuesday 8<sup>th</sup> March 2011**  
[www.internationalwomensday.com](http://www.internationalwomensday.com)
- **COMMONWEALTH DAY: Monday 14<sup>th</sup> March 2011**  
[www.royal.gov.uk/MonarchAndCommonwealth/QueenandCommonwealth/CommonwealthDay.aspx](http://www.royal.gov.uk/MonarchAndCommonwealth/QueenandCommonwealth/CommonwealthDay.aspx)
- **GREEN CONCERNS:** the expedition set a precedent by being the first to remove all their waste from the fragile environment of Antarctica.

#### OTHER FEATURE IDEAS

- Ordinary women achieving the extraordinary: female courage, endurance, determination
- This group of women is a shining example to any woman who feels held back by her own circumstances or by the expectations of her society
- Conflict resolution: Eight tired, cold and often scared women needing to work together and live together to survive. Surely a recipe for tension and arguments. How did the team overcome major disputes? And how did they avoid letting minor irritations escalate into expedition-threatening conflict?
- Resolving language and cultural differences among a group who were relying on each other for their very survival
- How to select, train, build and lead a team – be it for an expedition or for sports or for work
- The mental, physical and practical preparation for such an arduous expedition.



**About the author: FELICITY ASTON**, 33, is a British Expedition Leader, public speaker and freelance travel writer from near Margate, Kent. Her past achievements include: leading the first British women's team across Greenland; completing the infamous Marathon des Sables across the Sahara, as well as working as a meteorologist in the Antarctic for three years. More information at her website: [www.felicityaston.com](http://www.felicityaston.com)

**CALL OF THE WHITE** is published by Summersdale & available through all good booksellers. To request a review copy or to be put in touch with the author, please contact Elly Donovan.



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Press and Media Enquiries: Elly Donovan: [elly@summersdale.com](mailto:elly@summersdale.com)

46 West Street, Chichester PO19 1RP

Tel: 01243 771107 [www.summersdale.com](http://www.summersdale.com)